

LOTS OF PEOPLE WILL
VISIT RICHMOND TO-DAY. CROWDS
WILL BE HERE TO-MORROW. OUR

CITY IS PREPARED FOR ALL THESE
STRANGERS—HER ACCOMMODA-
TIONS ARE VERY AMPLE. SHE
PROUDLY WELCOMES YOU ALL—
WELCOMES YOU BECAUSE YOU
HONOR ONE OF VIRGINIA'S SONS—
WELCOMES YOU TO THE CAPITAL
CITY TO SHOW YOU THE PRO-
GRESS RICHMOND IS MAKING. ITS
MERCHANTS ARE ALIVE—ITS FAC-

TOILES ARE ACTIVE—ITS PEOPLE ARE PROGRESSIVE—AND RIGHT HERE WE WOULD LIKE A LITTLE TALK WITH YOU—A TALK THAT CONCERNS THE MEN—ONE IN WHICH THEY ARE MUCH INTERESTED—THE OUTER GARMENTS THAT THEY WEAR—IS TO BE OUR TOPIC.

THE WIT OF THE CLOTHING

MAIN CURRENT OF IT THINKS
READY-MADE OUGHT TO DEAL
ONLY WITH LOW GRADES OF
GOODS.

IT IS QUITE CONTENTED TO
TALK LUSTILY ABOUT THEM, BUT
IT KEEPS HUMBLE. QUALITIES A
MERCHANT-TAILOR HANDLES, IT
MUSN'T. IT'S OUT OF ITS SPHERE,
IF IT DOES.

WELL; WE'RE OUT OF THAT SPHERE, THEN. WE MAKE AND SELL FINE CLOTHING. WE MAKE AND SELL ALL DEGREES OF RELIABLE CLOTHING, TOO, AS YOU KNOW.

WE SELL OUR FINE READY-MADE WITH JUST AS MUCH FREEDOM. A SMALL PROFIT, A FAIR PRICE, AN EQUAL PRIVILEGE TO YOU.

OUR RANGE OF SIZES, OF STYLES,
OF KINDS, IS UNUSUALLY LARGE—
LARGE BECAUSE OUR TRADE RE-
QUIRES IT—LARGE BECAUSE, AS
LEADERS, WE COULD NOT HAVE YOU
VISIT US AND JUST FIND THE SIZE
OR KIND GONE THAT YOU LOOK
FOR. THAT'S NOT THE KIND OF
BUSINESS WE DO.

YOUR CONFIDENCE BECAUSE WE HAVE BUT "ONE PRICE"—THAT PRICE BASED UPON THE MERIT OF WHAT WE SELL YOU, AND SELL YOU AT THE LOWEST NOTCH—NOT THE MOST WE CAN GET FOR IT, LIKE A GOOD MANY TWO-OR-DOZEN-PRICED CLOTHIERS WE KNOW OF HEREABOUTS. WE INVITE YOUR CONFIDENCE IN OUR GOODS.

YOU HAVE CONFIDENCE IN OUR
GOODS. WE HAVEN'T TOLD YOU
MEAN QUALITY WASN'T. WE
HAVEN'T TOLD YOU YOU COULD
GET MORE FOR YOUR MONEY THAN
YOU COULD.

YOU HAVE PAID US IN BELIEVING
WHAT WE DID SAY: IN BUYING
OUR GOODS; ACCEPTING OUR LOW
PRICES.

WHAT WE MEAN BY KNOWLEDGE
CLOTHING YOU UNDERSTAND. IT
MAY BE A QUALITY FOR TOUGH
AND HARD SERVICE; IT MAY BE
FOR GENTLE AND DRESS USE. YOU
HAVE FOUND IT CAN BE HAD OF
PROPER QUALITY FOR EITHER.

WE ARE RICHER A GREAT DEAL
BY THAT KNOWLEDGE OF US THAN
WE COULD HAVE MADE OUR-
SELVES OF BY BIG PROFITS.

WE SELL RELIABLE CLOTHING
OF ALL KINDS, WITH NO NEED TO
EXAGGERATE ITS MERIT OR ITS
PRICE. ALL YOU NEED CONSIDER
IS—DO I WANT THE BEST FOR AS
LITTLE AS IT CAN BE SOLD?

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(see 36)

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